

Exhibit Y

Trademark/Service Mark Application, Principal Register

Serial Number: 87755108

Filing Date: 01/15/2018

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	87755108
MARK INFORMATION	
*MARK	IMPOSSIBLE
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	IMPOSSIBLE
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Impossible X LLC
*STREET	1231 Champion Forest Court
*CITY	Wheaton
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	60187
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Illinois
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	041
*IDENTIFICATION	Providing a website featuring information in the field of personal fitness, endurance athletics, storytelling, adventure activities, and self-improvement
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 09/01/2011
FIRST USE IN COMMERCE DATE	At least as early as 09/01/2011
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT17\IMAGEOUT 17\877\551\87755108\xml1\RFA0003.JPG
SPECIMEN DESCRIPTION	use of the mark to promote and provide the services

INTERNATIONAL CLASS	025
*IDENTIFICATION	clothing and performance apparel, namely, t-shirts, sweatshirts, pants, shorts, tank tops, yoga pants, tights and underwear
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 09/01/2011
FIRST USE IN COMMERCE DATE	At least as early as 09/01/2011
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT17\IMAGEOUT 17\877\551\87755108\xml1\RFA0004.JPG
SPECIMEN DESCRIPTION	use of the mark in association with a means for purchasing the goods
INTERNATIONAL CLASS	005
*IDENTIFICATION	nutritional supplements
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 08/15/2017
FIRST USE IN COMMERCE DATE	At least as early as 08/15/2017
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPE0-1622221524-20180112170022399250_Impossible_Class_5.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT17\IMAGEOUT17\877\551\87755108\xml1\RFA0005.JPG
SPECIMEN DESCRIPTION	use of the mark with a means for purchasing the goods
INTERNATIONAL CLASS	035
*IDENTIFICATION	search engine optimization and marketing services; marketing consulting in the field of social media
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 02/20/2012
FIRST USE IN COMMERCE DATE	At least as early as 02/20/2012
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT17\IMAGEOUT 17\877\551\87755108\xml1\RFA0006.JPG
SPECIMEN DESCRIPTION	use of the mark to promote and provide the services
ADDITIONAL STATEMENTS SECTION	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of active prior U.S. Registration Number(s) 4260617, 4624158, 5179974, and others.
ATTORNEY INFORMATION	
NAME	David E. Weslow
ATTORNEY DOCKET NUMBER	87252.0014
FIRM NAME	Wiley Rein LLP
STREET	1776 K Street, NW
CITY	Washington
STATE	District of Columbia
COUNTRY	United States
ZIP/POSTAL CODE	20006

PHONE	202-719-7000
EMAIL ADDRESS	dweslow@wileyrein.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	David E. Weslow
FIRM NAME	Wiley Rein LLP
STREET	1776 K Street, NW
CITY	Washington
STATE	District of Columbia
COUNTRY	United States
ZIP/POSTAL CODE	20006
PHONE	202-719-7000
*EMAIL ADDRESS	dweslow@wileyrein.com; tmdocket@wileyrein.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	4
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	1100
*TOTAL FEE PAID	1100
SIGNATURE INFORMATION	
SIGNATURE	/Joel Runyon/
SIGNATORY'S NAME	Joel L. Runyon
SIGNATORY'S POSITION	Manager
SIGNATORY'S PHONE NUMBER	630-337-7221
DATE SIGNED	01/12/2018

Trademark/Service Mark Application, Principal Register

Serial Number: 87755108

Filing Date: 01/15/2018

To the Commissioner for Trademarks:

MARK: IMPOSSIBLE (Standard Characters, see [mark](#))

The literal element of the mark consists of IMPOSSIBLE.

The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Impossible X LLC, a limited liability company legally organized under the laws of Illinois, having an address of
1231 Champion Forest Court
Wheaton, Illinois 60187
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 041: Providing a website featuring information in the field of personal fitness, endurance athletics, storytelling, adventure activities, and self-improvement

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 09/01/2011, and first used in commerce at least as early as 09/01/2011, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) use of the mark to promote and provide the services.

[Specimen File1](#)

International Class 025: clothing and performance apparel, namely, t-shirts, sweatshirts, pants, shorts, tank tops, yoga pants, tights and underwear

In International Class 025, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 09/01/2011, and first used in commerce at least as early as 09/01/2011, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) use of the mark in association with a means for purchasing the goods.

[Specimen File1](#)

International Class 005: nutritional supplements

In International Class 005, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 08/15/2017, and first used in commerce at least as early as 08/15/2017, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) use of the mark with a means for purchasing the goods.

Original PDF file:

[SPE0-1622221524-20180112170022399250.. Impossible Class 5.pdf](#)

Converted PDF file(s) (1 page)

[Specimen File1](#)

International Class 035: search engine optimization and marketing services; marketing consulting in the field of social media

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 02/20/2012, and first used in commerce at least as early as 02/20/2012, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) use of the mark to promote and provide the services.

[Specimen File1](#)

Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 4260617, 4624158, 5179974, and others.

The applicant's current Attorney Information:

David E. Weslow of Wiley Rein LLP 1776 K Street, NW
Washington, District of Columbia 20006
United States
202-719-7000(phone)
dweslow@wileyrein.com (authorized)

The attorney docket/reference number is 87252.0014.

The applicant's current Correspondence Information:

David E. Weslow
Wiley Rein LLP
1776 K Street, NW
Washington, District of Columbia 20006
202-719-7000(phone)
dweslow@wileyrein.com;tmddocket@wileyrein.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$1100 has been submitted with the application, representing payment for 4 class(es).

Declaration☒ **Basis:**

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- ☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☒ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☒ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Joel Runyon/ Date: 01/12/2018

Signatory's Name: Joel L. Runyon

Signatory's Position: Manager
Payment Sale Number: 87755108
Payment Accounting Date: 01/16/2018

Serial Number: 87755108
Internet Transmission Date: Mon Jan 15 11:09:04 EST 2018
TEAS Stamp: USPTO/BAS-XXX.XXX.XXX.X-2018011511090472
3997-87755108-5101c95fa12dae3c47f8ab73f6
35ef2d73d6593d208d33a2ffe189b9d971d8c5-D
A-12906-20180112170022399250

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How To Start A Blog (The Definitive Guide)

August 14, 2015 by [Joel Runyon](#) — [58 Comments](#)

Updated: February 1, 2016

Contents [\[show\]](#)

Starting A Blog in 2016

Welcome to the definitive guide to starting a blog in 2016. Click a link to jump to a specific step, or read the full guide on how to start a blog.

So you want to start a blog? You're in the right spot. Learning how to start a blog is a question I get quite a bit and instead of answering pieces here & there, I decided to take

Hi, I'm Joel Runyon



I created **IMPOSSIBLE** to help people train their bodies and their minds to push their limits and do something impossible.

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